

Name: _____

In a 1,000 Words

Project Description: How can we interpret and create images worth a 1,000 words? This semester we will learn how imagery can be used to establish effective and meaningful communication as well as how we can measure or assess the effectiveness of our own images to communicate. This project is multidisciplinary in that we will learn through and about images in Humanities and Chemistry while developing the critical thinking and artistic skills required for photo analysis and production. In order to complete this project, you will need to participate in a series of workshops and photo analyses and complete narrative and photo assignments.

Your final project will include four major components. The first component is a **professional photographer's portfolio**, with a minimum of 12 photographs, including five photographs from the AjA Series of photos and 7 additional assignments. Photographs should demonstrate your growing understanding of photography as a medium of communication and the development of particular skills in photography, such as using lighting, shadows, depth of field, perspective, etc. To help you build these skills, we will engage in a series of workshops with professional photographers from the local community, including workshops on how to create a portfolio.

In addition to the portfolio, you must keep a **“photographer's log.”** While in the field, you might take a photograph and jot down some notes about what you hoped to achieve with a photograph and what skills and camera settings you used, but when you return from your photo shoot, you need to write up a formal “log.” While the first two AjA photos will not have a log, the next 10 photo assignments will need to be supported by a log of your process.

In addition, your final project will include a **“conceptual art piece”** that must be professionally displayed and accompanied by a **1,000 word written narrative (also audio recorded)**. The requirements for this assignment will be clearly specified as we move forward with the project. According to Shawnee Barton, who received her M.F.A. at the Art Institute of Chicago and who will be one of our resident photographers this semester,

“Photographers used to (and some still do) focus on simply creating aesthetically interesting images--think Ansel Adams. But now, contemporary art photographers more often than not use photography as a medium to talk about concepts while also creating well-crafted and interesting images. Cindy Sherman, for example, uses photography to talk about identity and gender. [Brian Ulrich](#) and heaps of other photographers nowadays use photography to talk about consumerism and the economy. Kids that simply take beautiful pictures (unless they are obsessive or unique in some other way) will not get into top art schools if there is not some other concept or narrative behind their work.”

As documenters of interpreters of history, learning to go beyond producing well-crafted and interesting images to communicate about a particular concept is an important skill to acquire in this artistic profession. We look forward to working on all of these components with you.

Essential Question:

- Are pictures worth a 1,000 words?
 - How can imagery be used to establish effective and meaningful communication?
 - How can we measure the effectiveness of images to communicate an idea or message?

Premise:

Imagery is one of the most reliable forms of communication that crosses borders, boundaries, cultures, languages, etc. It is an important skill to be able to interpret images effectively and accurately as well as create imagery that does the same.

1. Interpreting Images

- a. Conduct a series of photo analyses with corresponding narratives.
- b. Interpret a variety of images, such as magazine covers, propaganda, and advertisements.
- c. Develop understanding of how science has led to technological advancement with respect to the evolution of photography.

2. Creating Images

- a. Create a series of photographs, some of which will be developed with you own self-synthesized light sensitive substance (silver halide emulsion).
- b. Ability to demonstrate a concept, message, or idea through imagery that is worth a 1,000 words. (add in here skills that students need to learn).

Benchmarks:

1. Series of photo analyses and written historical narratives (4-5) – Humanities
2. Meet all photograph assignment deadlines
3. Formal Portfolio Critique
4. Final Portfolio
5. Final Conceptual Photo Assignment
6. Final Written Narrative
7. Written Narrative in Audio Format

Final Products:

- Portfolio
 - o Includes the following pictures:
 - 5 AjA Picture
 - Symbols
 - Heroes
 - Rituals
 - Values
 - Identity
 - Skill Based Photographs w/Themes
 - 1 Lighting & Mood (Marv)
 - 1 Portraits & Depth of Field (John)
 - 1 Landscape / Architecture & Perspective (TBD)
 - 1 Nature & Composition (TBD)
 - 1 Photojournalism / Action Shots / Candid Photos (Bryan)
 - 1 *FINAL* Conceptual Art Project (Shawnee)
 - Optional (Challenge Photos)
 - o See Andrew or Liz for a list of challenge options
 - Style/Formatting Requirements
 - Photoshop Abilities
 - o 1 photo – original and final (before and after Photoshop).

- Development Techniques
 - 2 Digital Black & White (One, 8" x 10" – 8" x 11.5")
 - 8 Digital Color (5 Aja & 3 others)
 - 3 Emulsion Pictures (Black & White)
 - 2 self-created
 - Develop film or through digital negative
 - Must do digital negative for at least one of the self-created or commercial.
 - 1 commercial
 - Develop film or through digital negative
 - Must do digital negative for at least one of the self-created or commercial.
 - Demonstrates consideration of how to create a professional portfolio.
 - Include artist statement
 - All photographs must be titled
 - Each photograph should be accompanied with text
 - Formatting and display are of professional quality
- Photo Log
 - Documentation for each photo
 - What did you hope to achieve with the photograph?
 - What did you try to do to achieve these effects?
 - What camera settings did you use?
 - What worked? What didn't? What might you try differently next time?
 - Each photo will also need:
 - A title that supports the photograph
 - Description of Photo (3-5 sentences)
 - A List of Photo Settings / Techniques
- Final Conceptual Photo Assignment & Written Narrative
 - Professionally Displayed Image for Final Photo Assignment
 - 1,000 Word Narrative for Final Photo Assignment (Written & Audio Recorded)
 - Photo and Audio Narrative uploaded to class website
- Final Portfolio = 150 points
- Photo Log = 50 points
- Final Conceptual Art Assignment = 125
 - Photo = 50
 - Professional Display = 25
 - Final Narrative Written & Audio = 50
- **Total Points = 325 points**